



Colleen Butterfield

February 2012

Specialisation

- > Organisational and change communication
 - > Reputation management and research
- > Communication strategy development and implementation
 - > Major project communication, community relations and stakeholder management

Key experience

- > Widespread experience in strategic communication and issues management in the private and public sectors

Qualifications

- > Bachelor of Business (Communication), QUT



Colleen Butterfield has over 20 years' experience in communication planning, public and media relations, and marketing in the government, infrastructure, financial, agribusiness, tourism, services and media areas.

Since joining PRISM in 2002, Colleen has provided strategic communication and marketing advice for clients including QIC, Queensland Rail, QR National, Brisbane City Council and Redland Shire Council.

She has managed the communication function for the Government's \$30 billion SEQIPRail Program. This involved establishing and managing the complex stakeholder and communication interfaces for QR between the client (Department of Transport and Main Roads), delivery agencies (alliances) and the community. This included the establishment of three alliances delivering nine major rail infrastructure projects across South East Queensland. The Program was recognised through a Premier's Award for Leadership Excellence in 2007.

In this role, Colleen has overseen the delivery of communication and community engagement programs by alliances for major projects including the \$800 million Darra to Springfield Transport Corridor (Stage 1), the \$298 million Caboolture to Beerburrum Rail Duplication, the \$256 million Salisbury to Kuraby Rail Upgrade and the \$324 million Robina to Varsity Lakes Rail Extension.

Prior to this, she worked for Queensland's largest communication consultancy for six years, including three years as General Manager. She provided strategic communication, issues and crisis management, and internal communication advice to a range of clients in the private and public sectors. These included QR, Queensland Sugar Corporation, Commonwealth Bank, Queensland Dairy Authority and Medical Benefits Fund of Australia. She was also involved in major communication projects such as the re-branding of Energex, and the Queensland Government's merger of the Suncorp~Metway Bank and the QIDC, and a Reputation Strategy for the Royal Australian Navy.

Colleen's strengths in managing communication teams builds on her past experience as manager of the Public Relations and Marketing Unit for the Queensland Department of Housing, Local Government and Planning.

Colleen also has extensive marketing experience, having developed a Marketing Strategy for Redland Water and Waste and through media and public relations activities for the British Tourist Authority and Tourism Brisbane.

Colleen has been part of the PRISM team for 10 years.